

Paul Stoddard

From: Painter, Andrew <apainter@thelandlawyers.com>
Sent: Tuesday, November 15, 2016 8:35 AM
To: Carly Aubrey; Paul Stoddard; 'Barb Cram (greenscap@aol.com)';
 'keith.thurston@gmail.com'; 'Rachelle Barimany (rb@dominionjewelers.com)'
Subject: RE: Streetscape Suggested Language

Oh, and here's a potential section on public art:

PUBLIC ART, LANDMARKS, AND MONUMENTS

Public art, landmarks, and monuments in the public right-of-way is a way the City can distinguish its streetscape and is strongly encouraged. Sidewalks are viable spaces for artwork that is interesting and engaging for pedestrians and enhances the streetscape. Care should be taken to create opportunities for both temporary and permanent public art. Sculptures, sidewalk inlays and kiosk displays are examples of public art. Other examples of public art can include paintings, murals, photography, tapestry, glass and works on or of paper.

- 1) The streetscape should anticipate certain focal points, consisting of public art, landmarks, and other monuments to provide special interest.
- 2) Placement of art in the public right-of-way should be treated similarly to any other physical element on a sidewalk. Placement should be restricted to sidewalks with sufficient space, and should not be a hazard to pedestrians or vehicles.
- 3) Use public art, landmarks, and monuments to celebrate or commemorate individuals, symbols, and events important in the history of Falls Church.
- 4) Any such features should divide streetscape corridors into easily-remembered segments without destroying the overriding visual unity of the corridor.
- 5) Use sculpture, fountains, murals, paved plaza areas and other similar features to enrich the public environment.
- 6) Use materials and designs that reflect the character of the sub-area.
- 7) Locate public art where it will have the maximum impact in terms of pedestrian visibility.

From: Painter, Andrew
Sent: Tuesday, November 15, 2016 8:20 AM
To: 'Carly Aubrey (caubrey@fallschurchva.gov)'; 'Paul Stoddard (PStoddard@fallschurchva.gov)'; 'Barb Cram (greenscap@aol.com)'; 'keith.thurston@gmail.com'; 'Rachelle Barimany (rb@dominionjewelers.com)'
Subject: Streetscape Suggested Language

Paul/Carly:

For your consideration for inclusion per our discussion last evening:

POTENTIAL INTRODUCTION SECTION:

The City of Falls Church has witnessed three centuries of change since its founding in 1699. The spirit of community has been a constant thread throughout the City's history, and residents care passionately about their historic urban village, its beauty, and its setting. The City contains many attributes that make it vibrant, progressive and attractive. The community has, for example, a strong history of planning, a clear vision for its future, and a continuing commitment to its appearance. The aesthetic qualities of Falls Church have been the focus of discussion for many years; recently, there has been growing recognition that the City needs to ensure that future development is of a compatible aesthetic quality.

To that end, these design guidelines were created to help improve the appearance of Falls Church as the current generation passes along this unique community to the next generation. This document is intended to provide the tools necessary to plan a successful streetscape and offers helpful information about the streetscape planning process, the major building blocks and standard elements that compose a streetscape, the special circumstances that should be considered, and a variety of streetscape design examples. It also includes the City of Falls Church's palette of standard streetscape elements. This document describes design objectives as well as the desired dimensions and detailing for enhancements to the City's key corridors. They identify the typical streetscape elements, materials, furnishings, and infrastructure elements needed to create a unified character.

These guidelines are intended to help implement, and be consistent with, the recommendations of the Falls Church Comprehensive Plan. The Comprehensive Plan addresses the issue of enhancement of visual character through cohesive architecture and the design of commercial districts which compliment surrounding residential neighborhoods and make the City visually distinctive from other jurisdictions. The Comprehensive Plan also recommends that the City's gateways promote a positive image and create unique and innovative combinations of pedestrian access, public plazas or squares and a balance between the built and natural environment.

While the concepts in this guide represent the best knowledge to date, this document should be periodically reviewed and updated as more streetscapes are implemented. All renderings and illustrations offered within these guidelines are intended to be conceptual in nature, and further clarify general design guideline principles. Photographs are taken from Falls Church and other communities are offered to provide examples of particular design features and elements. It is not intended for these drawings and photographs to be used literally or their designs to be copied when creating future projects within Falls Church.

POTENTIAL MODIFICATION SECTION:

These guidelines are intended to provide baseline streetscape recommendations to respond to the opportunities and constraints presented by the local context for each street. Abutting land uses, surrounding street networks, neighborhood character, commercial district needs, differences in right-of-way widths between blocks, are all critical components of the urban context which may suggest variations from the preferred guidelines.

Ultimately, these guidelines must be applied in a manner that balances the particular priorities of individual developments and neighborhoods. Certain elements and variations of the guidelines may be permitted, for example, at the owner's expense, to respond to individualism, local context, site-specific conditions, guard against monotony and a horticultural monoculture. or to help reinforce an important motif or brand.

POTENTIAL GOAL SECTION:

The following goals and objectives reflect the various economic, aesthetic, ecological, and social priorities identified by the Streetscape Design Taskforce:

- 1) To Create a Sense of Place: It is imperative that streetscape elements contribute to a "sense of place" that is enjoyable, memorable, and provides connective and harmonious outdoor spaces. This sense can be built on a mosaic of distinctive elements that creates common community feeling from a theme of common design elements.
- 2) To Create a Sense of Unity: The guidelines emphasize creating of a sense of unity and harmony by utilizing a uniform set of streetlights, street trees, pavement treatments, and street furniture.
- 3) To Offer Diversity: The guidelines anticipate periodic, subtle variations in the type of landscaping, sidewalk pavement treatments, signage, and furniture which will allow the streetscape to remain a single whole while leaving room for flexibility, individualism, and site-specific conditions, and to guard against monotony and a horticultural monoculture.
- 4) To Create A Safe, Comfortable, and Inviting Pedestrian Experience: Connecting uses and public amenities, establishing clear pedestrian and vehicular pathways, creating a physical and psychological sense of separation between pedestrian and vehicle zones, and providing sidewalks wide enough to allow for comfortable pedestrian

flow is a top priority. A strong sense of community, the highly valued personal, “small-town atmosphere,” depends on having such convenient and easy access to a variety of activities and uses.

- 5) To Enhance Existing Businesses: To promote economic activity by designing streetscape that encourages visits to local businesses, and enhances the appearance and appeal of the City’s retail and office structures.
- 6) To Brand The City: And promote a positive perception of the City’s character and rich history.
- 7) To Create Gateways: The sense of arrival into Falls Church is a priority and can be achieved by marking entrances with signature architecture, public art, distinctive streetscape treatments and landscaping or a combination of several of those elements. Any gateway design should announce the community but should not visually overwhelm the visitor. It should reflect community character and be an appropriate statement about the City.
- 8) To Provide a Suitable Transition from Commercial to Residential Areas: Appropriate transitions between the busy, urban commercial corridors and the more contemplative residential neighborhoods is important. Transition means making adjustments in siting and in building design to ensure that new development is compatible with its neighbors, and installation of streetscape elements to provide a defined edge. The primary ways of accomplishing transitions are architectural (adapting the building) and landscaping (adding open space, edges, screening or buffers).
- 9) To Adequately Maintain Landscaping: Create a sustainable streetscape that protects and improves environmental quality. Protect the existing shade trees.
- 10) To Promote Environmental Sustainability: The streetscape should be built using materials and furnishings that are locally sourced, renewable, uniquely durable or otherwise ecologically beneficial. To promote environmental suitability – tree canopy and habitat, decrease automobile dependency, reducing carbon emissions

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